

# Case Study on Contribution of Drama Serial “Mayi Ri” and its Influence on Intra-Personal Relationship of Teenagers

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## ABSTRACT

**Aim of the Study:** This research paper evaluates how drama serial “MAYI RI” put influence on intra-personal relationship of teenagers. This study investigates how “MAYI RI” influences the intra-personal relationships of this age group, specifically examining its impact on their self-perception, social interactions, and emotional development. This research paper evaluates the various influences of drama serial MAYI RI on the child marriages, issue number five of sustainable development goals based on gender equality and child marriages is the sub category of the goal in SDG’s(2015).

**Methodology:** To analyze the data, the researcher used a narrative analysis of semi-structured in-depth interviews of sample size (20 participants) aged 13-19 years old and applied it. The study employed media system dependency theory and a conceptual framework as a reference framework. By this inclusive investigation the researcher contribute to analyze the gender-based portrayal in drama serial MAYI RI.

**Findings:** The findings of the study showed that the play “MAYI RI” was not just for entertainment but to serves as pedagogical and cultural tool in building critical consciousness of students that would enable them to look at the social realities with all its lopsidedness by challenging retrogressive and antithetical traditions.

**Conclusion:** Media producers and policy makers should encourage socially relevant edutainment production. Collaborations between the educators, media houses and NGOs can make a significant contribution to raising awareness and bringing about social change through storytelling.

**Keywords:** Gender Violence, Forced Marriages, Media Framing, Child Marriages, and Attitudes of Teenagers.

## 1. INTRODUCTION

A child under the age of 18 is not considered to be of legal age, which is a sine qua not for entering in marriage (2023, NCRC). Cases of child marriages are also frequently reported in the media. In 2021, it

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was reported that a 64-year-old MNA was married to a 14-year old girl. Recently the cases of Nimra kazmi and Dua Zahra attracted media attention. Child marriages are still happening in Pakistan, even though the government has tried to stop them by making laws and running awareness campaigns. Things like cultural beliefs, being poor, not getting a good education, and not being treated fairly as a girl or boy make child marriages more likely to happen in Pakistan. Under the Children Marriage Restraint Act (1929) and the Children Marriage Restraint (Amendment) Act (2019), it is against the law for people under 18 to get married in Pakistan. The SDG'S 2023 point number 5 is about the gender equality and child marriages is a sub part of this domain so the study will give some contribution to SDG's 2015.

The portrait of imprudent behavior of people in our media, especially in television dramas is common nowadays. Stories based on marital affairs and physical abuses are popular content in a majority of the Pakistani Urdu TV dramas. Fantasized lives, illicit independency, and unwise behavior depicted in Visual Television Contents can change its audience's perception of the world completely (Arif et al., 2025). On the other hand, the Big Bang Entertainment Production produces a drama serial named 'MAYI RE' on the social issue of child marriages and it is on air on ARY TV channel. Director Messam Naqvi put light upon the manifold tribulation endured by victims of child marriages. TV drama serial MAYI RE significantly reflects societal values and issues. Mayi Re" has captivated viewers with its compelling story and characters. Set in the world of teenagers, this show explores complex relationships, friendships, love, and identity.

An important strategy in the war on this detrimental practice is the enactment and enforcement of laws against early marriage, and investments in girls schooling and empowerment. In the developing countries girls can gain valuable interventions that enhance their education, delayed childbearing and delayed marriage. Such activities have the potential of forming a positive feedback loop that increases female empowerment and health, and consequently economic growth (Ahmed et al., 2025). Proper review of the issues related to child marriage and viable ways to eradicate it is due to the fact that this is a common issue in the global community, which poses a specific threat to the lives of women by harming their health and leaving them in contravention of their human rights (Ahmed et al., 2025).

The child marriage issue in Pakistan should be approached using a multifaceted approach which involves the community members, bringing changes to existing laws, and empowering girls. The first steps towards the reduction of child marriage are the improvement of the enforcement of existing anti-child marriage laws and promoting their awareness among the population about their dangerous outcomes. Moreover, according to the sources, providing girls with economic, medical, and educational opportunities will make them break out of early marriage and make the right life choices. In ensuring the creation of a conducive environment that would protect girls against child marriage, civil society organizations, religious scholars, and community leaders must be engaged in awareness creation on the rights of the girls and supporting the challenge of adverse cultural practices.

Child marriage is considered to be a rather complex and permeating sociocultural norm in Pakistan, something that cannot be described as merely a union of two human beings (Nawaz, A. (2022). It entails a gross contravention of essential human rights since this practice is characterized by marriages involving individuals who are below the average adult age and it contributes to rifts of disadvantage (Bajwa, et al., 2023).

The relationship between adolescent intrapersonal relationship, media representation and child marriage in Pakistan is highly complex and requires a thorough examination. Child marriage also often leads to feelings of loneliness, helplessness and low self-esteem and this has the serious consequences over the intrapersonal relations that encompasses the self-perception, self-esteem and emotional wellbeing. Also, due to the trauma associated with forced sex and premature marriage, child brides might experience high rates of anxiety, depression, and post-traumatic stress disorder. Those emotional and mental challenges can affect their ability to pursue education and career opportunities, develop healthy relationships, and engage with the society to the fullest, which can make them have long-term consequences (Jaleel, 2024).

This paper aims to examine the different aspects of this issue and shed some light on how media discourse shapes the opinion of the general audience through child marriage and its related outcomes on the intra personal relationships of teenage girls. The regular excessive focus on appearance contributes to the problem of gender inequality (Abbas & Mahmood, 2021).

Some factors which are contributing in child marriages are cultural norms, poverty, economic instability, lack of education and especially gender inequality, it's a big problem for all the teenagers living in Pakistan and they have to face it in many ways during their whole lives.

Many laws exist according to law makers but not strictly taken actions on these laws, and also the enforcement of law is weakening. Lawmakers should make strong and more powerful law to use against child marriages. This research highlights the influence of drama serial MAYI RI on intrapersonal relationship of teenagers and raise voice against child marriages. In this research paper, I intend to investigate the role that MAYI RI has to offer with respect to the intrapersonal relationship of the teenagers; this paper will provide details of the intricate relationship that the media has with teenage development. This research is an up to date and relevant project because media, especially TV dramas controls the perceptions, attitudes and behaviors. Perception formation, attitude development, and behavioral patterns are both the outcome of the media influence, especially the influence of television dramas, and thus, in this case, this research makes it topical and real. It attempts to find solutions to important questions regarding the role of media consumption and the formation of the sense of self, relationships with other people, and healthy life overall among adolescents. Moreover, it does not ignore the possibility of media as an agent of change inducing positive things working on critical thinking, understanding, and development of characters of smaller audiences.

### ***1.1 Problem Statement***

Where teenage marriages are still happening the drama serial MAYI RI put some influence on teenagers and on the other hand parents also should take a look on that drama, the show explains the social issue of child marriages and complicated intra-personal relationships among teenagers. This drama showed a bad impact about our cruel culture. This study showed how MAYI RI drama serial affects the intrapersonal relationship among teenagers. This study looked how MAYI RI changes and influenced the self-esteem, self- perception, social relations and emotional health of a teenager. Research focus on how this MAYI RI serial portray the child marriages issue. This study focuses on how the attitude, beliefs, and perceptions of teenagers changed after seeing these kinds of media content.

### ***1.2 Significance of the Study***

The influence of media, like MAYI RI drama serial on teenagers intrarelationshi ps in urban areas who facing the teenage marriages as a social issue for many reasons. Teenage marriage, a more persistent issue, and it are against the rights of every child. Through the MAYI RI drama serial it's a great intervention to reduce the child marriages issue. In the result of this research the policy makers make new policies to eradicate the child marriages. Strong legislation should be forced the law makers to make strict laws against the child marriages culprits and against the parents. Stakeholders create interventions that can check the negative influences and changed it into positive social outcomes in the perspectives of teen marriages. Policy maker and program leaders put potential to promote the social issue programs on media.

### ***1.3 Research Questions***

1. How does the content of MAYI RI put influence on the attitude and behavior of teenagers?
2. How did the characters in MAYI RI impact the teenagers understanding of gender differences?
3. How do the themes explored in MAYI RI put influence on the intra-personal relationship of teenagers?

## **2. LITERATURE REVIEW**

### ***2.1 Media Representation of Child and Forced Marriages***

News outlets significantly shape public opinion and raise awareness for various issues. This study examines how six major U.S. newspapers covered child/forced marriages over a decade. It analyzes how media narratives shape issue perception, accountability, and portrayal of those involved. The study observed that print media has given growing attention to legislation on the less age for marriage in the United States. Advocacy groups and survivors have influenced the discourse, presenting children marriage as a legal issue where the government is responsible for changing laws that allow it. In contrast, pushed marriage among adults has also been framed thematically, but it has been viewed as a cultural norm rather than a legal issue (Iqbal et al., 2025).

### ***2.2 Prevalence and Contributing Factors in Pakistan***

Despite this law, a 2017-18 survey found that 29% of Pakistani women between 29 and 49 years old reported marrying before turning 18. In Sindh, 12.7% of girls aged 15-19 were married in 2012-13, a figure that increased to 13.5% by 2017-18. Factors contributing to child marriage in Pakistan include weak enforcement of the CMRA, poverty, and climate change. In the Sindh province, a significant proportion of marriages (estimated between percentages 66% and 78%) follow a traditional custom known as “Watta satta.” This practice involves exchanging brother and sister from one family with a brother and sister from another family, thereby arranging two marriages simultaneously (Kakal et al., 2023).

### ***2.3 Gender Inequality and Women’s Empowerment***

Studies suggest that marriages at a young age often contribute to violence and inequality based on gender, limiting women's ability to gain control over their lives. It is essential to empower women to address disparities and pressures faced due to gender (Abbas & Mahmood, 2021).

Pakistan has signed various international agreements that seek to end child marriage. To fulfill these commitments, efforts have been made to amend the laws related to this issue. However, societal customs, religious, and economic interference continue to contribute to the persistence of teenage marriages in Pakistan. To effectively eradicate this harmful practice, it is crucial to comprehend the underlying factors that sustain it (Nawaz, 2022).

### ***2.4 Media Influence and Cultural Portrayals***

These days, it's not uncommon for people to be shown acting foolishly in the media, particularly in television dramas. Most Pakistani Urdu TV shows have popular content that focuses on stories of physical abuse and marital scandals. These dramas have grown quite popular and are now frequently discussed in many houses throughout our culture. The unrealistic conduct, illegitimate independence, and fantastical lives that are shown in visual television content have the power to drastically alter viewers' worldviews. Subconsciously, people begin to question the quality of their connections with their significant ones (Abbas & Mahmood, 2021).

### ***2.5 Domestic Violence and Social Norms***

The economic and social consequences of intimate partner assault (IPV) are felt by women, and it is an issue of public health and rights-related concern. It is a result of beliefs that spouse violence is personal and typically a legitimate reaction to misconduct on the wife's part. Investigating the effects of this social expectation on women's acceptable attitudes regarding IPV in the Punjab region is the main goal of the current study (Nadeem & Malik, 2021).

## ***2.6 Role of Media Campaigns and Awareness Programs***

Large-scale media campaigns using radio, TV, and other communication channels are crucial, particularly in rural areas. Such campaigns have been shown to reduce the occurrence of early marriages, (Tiggemann & Slater, 2013). Gender inequality and discrimination refers to the different ways that societies view, treat, and grant rights to men and women. It contributes to the prevalence of early marriages. Studies indicate that gender inequality has a positive association with early marriages (Patil et al., 2019).

## ***2.7 Socio-cultural and Economic Barriers for Women in Pakistan***

In Pakistan, there is no honorable place for women in the public sphere. Nonetheless, the general belief is that women are created solely to serve men. The lady has been pushed back financially, politically, and socially as a result of her mentality. This is the main reason why women are no longer able to play an active role in Pakistan's progress. Currently, a Pakistani woman is dealing with a variety of financial and political situations that have severely limited her possibilities. Bad conduct toward women is prevalent across the country and includes things like honor killing, toxic throwing, abusive behavior within the home, provocation in public spaces, and limited romantic partnerships, (Memon et al., 2016).

## ***2.8 Studies in the Area of Intra-personal Relationships among Adolescents***

Although most research has been done regarding the outside forces that shape the development of adolescents, it is also important to understand the inner psychological actions of adolescents in shaping their relationships, to facilitate the entire analysis. In particular, the interaction between the use of social media, self-concept development and formation of possible selves deserves further exploration, given that such platforms provide new opportunities to explore one's self and develop identity at the critical period of development (Kakal et al., 2023). The widespread use of social media in adolescents has transformed peer relations considerably and as such, has caused excessive social comparison processes and feedback-seeking behaviors that may magnify the likelihood of developing mental ailments (Nawaz, 2022). Since a large portion of self-esteem can be intertwined with the internet experience of validation, such an ubiquitous digital environment makes adolescents more susceptible to adverse psychological effects (Gill et al., 2023). Moreover, the social media creates constant and immediate pressure, as the teenagers are always surrounded by idyllic images that do not necessarily have much in common with the reality of life and, as such, they are only increasing the feeling of personal deficiency and self-consciousness (Soomar, & Soomar, 2022). The experience of such idealized images can be especially traumatic and prompt the appearance of unfavorable comparisons and the pressure to meet the unrealistic beauty standards, which in turn may result in body image issues and other psychological experiences (Zeb et al., 2025). This effect is even added to with algorithmic amplification of materials which can propagate toxic ideals, which can potentially cause eating problems or other maladaptive responses and, thus, requires specific measures to reduce these risks (Gill et al., 2023). Such an insight will be crucial to the development of holistic interventions that can help to support the fostering of resilience and a positive self-image in a more and more digitized world where the online and offline versions of a person are constantly interconnected (Tahir et al., 2021). This requires a subtle form of analysis on the part of how digital interaction can influence the inner dialogue and the assessment of the adolescent within himself beyond the external indicators of behavioral changes. The influence of social media does not stop at the level of direct psychological struggling but rather has a long-term effect on cognitive and emotional growth through changing the perception of adolescents about themselves and the means of processing information about social interactions (Retnowulandari et al., 2024). This multifaceted interaction is either going to support or degrade their self-efficacy and emotional well-being as it all depends on the specifics of their digital interaction and the support they can find (Zhang et al., 2024). Social media use and even social media misuse, especially in groups of individuals with vulnerabilities, have led to the necessity of media literacy interventions that consider how subtly certain digital platforms manipulate the perception of the body and ways to perceive self (Zhang et al., 2024). It is important, however, to note that social media platforms themselves do not have to be bad: what is accompanied by human vulnerabilities and exposure to

potentially harmful content, as well as the way the platform is designed, often determines the results, including digital addiction and exposure to manipulative algorithms (Arif et al., 2025). As such, the emphasis should not merely be constrained within the perimeter of pathologizing social media usage, but it must foresee the interaction of the given psychological tendencies that exist within adolescents and the opportunities of digital spaces (Nadeem & Malik, 2021). In this strategy, there is a great need to critically analyze the risks, like cyberbullying and problematic use, and the merits, such as identity and social support, which are associated with adolescents using digital media platforms (Nasrullah et al., 2014). Such a delicate understanding enables the creation of specific interventions aimed at creating digital resilience that would help adolescents analyze online information and cope with its risks instead of restricting access (Zeb et al., 2025). Moreover, it is critical to recognize the intrinsic reasons behind the use of social media, including the need to feel connected or express themselves, in the creation of education structures that can facilitate positive and thoughtful digital citizenship (Patil et al., 2019). Although the impact of social media on adolescent mental health is increasingly poorly understood, there remains little empirical research on how teenagers make sense of social media, especially as a culture of knowing, and/or how they may use broader discourses of modern media to represent themselves (Gupte & Anitha, 2024).

## ***2.9 Gaps in the Literature***

There is a lack of insight into how the effects of social media on intra-personal relationships of social media, on the adolescents work, especially in the Pakistani region, which is unlike much of the Western-centered literature (Nawaz, 2022). This gap makes the results of the current studies highly dependent on the particularities of a given population and highlights the relevance of localized research in regards to the local idiosyncrasies of the cultural norms, religious beliefs, and socio-economic factors which affect digital media consumption and then psychological impact in this specific population. In particular, the role of local media products, e.g., the Pakistani drama serial MAYI RI in the shaping of the adolescent self-perceptions and relationships in the indicated socio-cultural context, is regularly left unstudied. The existence of this gap indicates the necessity of a case study design, paying particular attention to such cultural artifacts as the one represented by the name of MAYI RI, to carefully examine the extent of their impact on the intra-personal growth of Pakistani adolescents. It would be important to carry out such an inquiry since the research can bring essential contextual knowledge of how media narratives inform adolescent identity formation and psychological health, as there is little research that has specifically focused on the impact of social media on adolescent mental health in the region (Gupte & Anitha, 2024). The lack of the academic discourse requires even deeper examination of how the specifics of cultural context and the consumption of digital media interact to find more adequate ways to comprehend the psychological well-being of adolescents, instead of applying blanket methods to all cases. In addition, most of the available evidence is mainly based on Western, educated, industrialized, rich, and democratic backgrounds, which often does not explain the peculiar cultural and psychosocial differences in forms of mental health manifestations found in non-western populations (Arif et al., 2025).

## **3. THEORITICAL FRAMEWORK**

Theoretical framework referred to in what way the researcher not only questions, but ponders and develops theories on what the possible way answers could be, then this theories are grouped together into a shape that frame the research subject. It is the proper way of identifying a deep set of connectors within a topic and showing how they remain together.

### ***3.1 Media Dependency Theory***

Media System Dependency theory suggests that the relationship between media and audiences is influenced by broader social structures. Dependency exists on both macro (media systems) and micro (individual) levels. Macro-level dependency involves media goals and resources, while micro-level dependency focuses on individual goals and resources. This research specifically examines the micro-level effects of the drama series "MAYI RI" on the interpersonal relationships of teenagers.

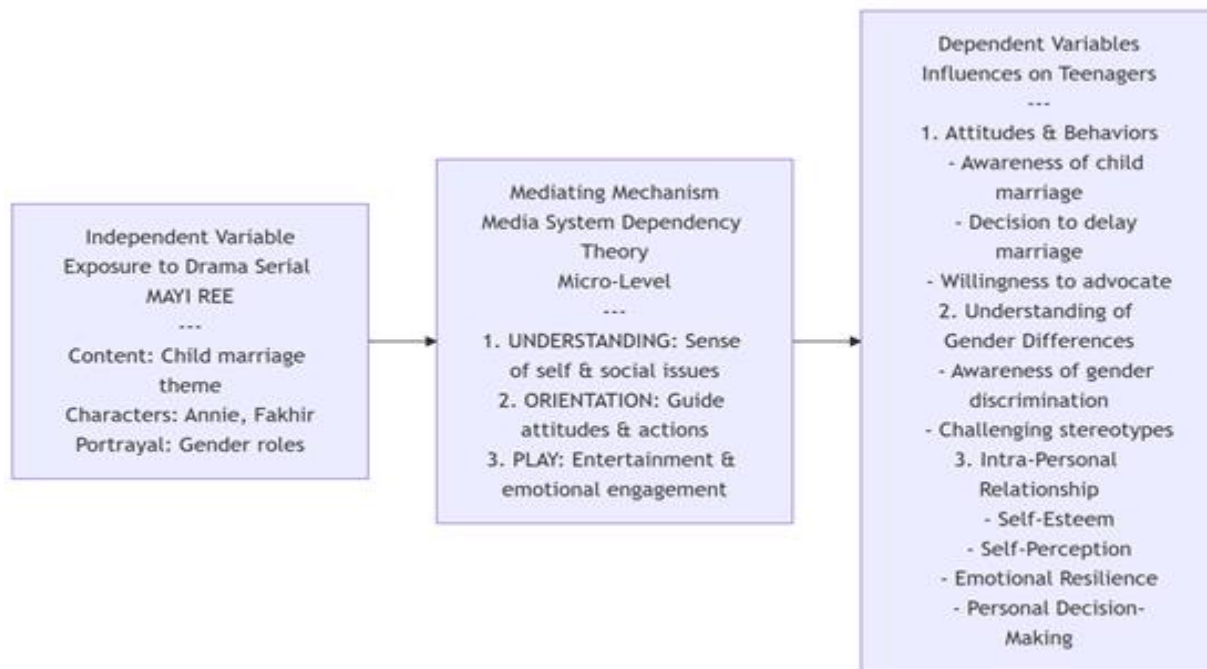
Media System Dependency theory posits that individuals develop dependency relationships with the media because individuals are goal-directed and some of their goals can be achieved by accessing media-controlled resources (DeFleur & Ball-Rokeach, 1989). In 1985, Ball-Rokeach classified people's relationships with media into three main types based on their objectives: 1. Understanding: People use media to make sense of themselves and the world around them. 2. Orientation: People rely on media to help them make decisions and plan their actions. 3. Play: People use media for entertainment or to escape from.

Ball-Rokeach argued that these dependency relations are exhaustive yet not mutually exclusive because some media might serve more than one type of dependency. However, it is worth noting that these individual-media dependency relations were developed from the traditional mass media system and based on the assumption that individuals depend on the media to provide information about their social environment (Ball-Rokeach, 1998). When it comes to the electronic media environment in which the dramas on social issue named MAYI RI, empower teenagers with the ability to think, behave, argued, and followed the information, the media dependency relations of individual's teenagers should be extended. Moreover, these original goal-related media dependency relations, which are primarily developed for life goal settings, may not be fully applied to a specific context. Therefore, the first key objective of the current study is to explore how the content of MAYI RI put influence on the attitude and behaviors of teenagers.

Media System Dependency theory also discusses the origins of individuals' media dependency. In contrast to traditional psychological or social psychological approaches for analyzing the determinants of media dependency, Media System Dependency theory offers a sociological approach for investigating how people become dependent on the media (Ball-Rokeach, 1985). The theory suggests that an individual's reliance on media is more influenced by their social surroundings rather than their personal traits. Specifically, two elements in the social environment can impact media dependency: 1. the level of uncertainty and fear present in the environment. 2. The actions of individuals in the same social circle. According to the theory, when people face uncertainty and ambiguity in their environment, they tend to rely more heavily on media for information. This is especially true if they believe that the media offers the most reliable or primary source of information.

The threats in the environment can also intensify the media dependency of individuals because people need to depend on the media to signal, interpret, and organize their responses to wars, crises, emergencies, and other potentially threatening situations. People are more likely to rely on media (e.g., TV, social media) for information and reassurance when they feel uncertain or threatened in their social surroundings. In the dramas context For example, individuals may confront unpredictable situations about their behaviors, attitudes and self-esteem, therefore, these individuals may grow dependent on the dramas and react in the world according to the media they consumed. Similarly, individuals may encounter urgent cases when facing the difficulties in some social issues and they react accordingly. ). This study will examine operationalized drama serial MAYI RI categorically targeting the teenage viewers in which the storyline and plot are based on the interests of growing minds and their behavioral changes. These changes include developing young adult behaviors, peer pressure, first love, rebellion, and conflict with ideas of parenthood, fear of missing out (FOMO), teen aggression and allegations regarding their behaviors. The study will employ MSD theory as a reference framework. By this inclusive investigation the researcher will contribute to analyze the gender-based portrayal in drama serial MAYI RI. MSD theory posits that the activities of intrapersonal relations affect individuals' media dependency (Ball-Rokeach, 1985). For example, when the communication focuses of intrapersonal relations occur in one medium, individual would tend to depend on such a medium to maintain effective and satisfying intrapersonal relationships.

### 3.2 Conceptual Framework



**Figure 1:** Conceptual Framework: The Influence of MAYI RI on Teenagers' Intra-Personal Relationships

Diagrammatic Representation of Conceptual Framework The independent variable in this framework is drama that the teenagers are exposed to such as MAYI RI. The dependent variable is the observable outcomes depicted by changes in the interpersonal activities among the teenagers. Finally, the explanatory mechanism is the Media System Dependency Theory.

Framework Explanation and Interpretation:

This framework illustrates research's entire logical progression:

Independent Variable: Exposure to "MAYI RI"

An independent variable refers to the input and the factor or stimulus to be studied. Thus the drama's specific elements studied are:

**Content & Themes:** The drama's central theme is child marriage; it attempts to show the negative and adverse outcome of early child marriage.

**Characters:** Characters such as those of Annie and Fakhir portray the challenges and courses that can make the experience painful and detestable.

**Gender Portrayal:** the drama depicts gender dynamics and the weight of traditions upon the female child; the influence that affects girls is targeted in the drama.

**Mediating Mechanism:** the Media System Dependency (MSD) Theory

This is the reason; the world behind the influence. It explains why the drama might be influential enough to change a teenager's perspective, by stating the MSD theory's micro-level of analysis. That is, a teenager develops a dependency relationship with the drama to meet the set critical goals. The dependency relationship exists in three ways:

**Understanding:** the teenager uses the drama to understand what child marriage is and the possible tolerable impacts of the social vice on members of their group.

**Orientation:** they use the drama to define their attitude, that is, child marriage is bad, and remember that in future moves.

**Play:** only when they have understood and aligned themselves in a determined worldview, is when the entertainment aspect of drama takes to play, influences sense of humor, value for the experience they get on the television is drawn to play.

#### **Dependent Variables: Influences on Teenagers**

These are the output. It influenced your measure on teenagers' perspective. The following were your dependent variables; they appear coherent enough with your measures:

**Attitude and Behavior:** It changed the teenagers' attitude towards child marriage; they showed it is either harmful or beneficial to engage in the venture. Also, it is beneficial if teenagers delay marriage of bad when they marry small.

**Understanding of Gender Differences:** they have differing opinions on the difference between the genders; the effect of societal expectation readable targets girls more than boys.

**Intra-Personal relationship:** while the understanding of gender persistence is important, your main point of focus was the drama's influence on teenagers' intra-psychological influence.

In summary, the theoretical framework suggests that exposure to 'MAYI RI' affects the dependent variables influenced by how the teenagers use the drama to interpret and form attitudes and navigate the drama's themes.

## **4. METHODS**

Methods for primary research used in this project. Through in depth interviews, fresh data directly gathered for contribution of MAYI RI on intra-personal relationship of teenagers. The study used a qualitative method of study that based on in-depth interviews of teenagers to learn how they perceived the drama MAYI RI and learn about their perspectives on child marriages. Convenience sample approach appropriate for a study on teenagers about child marriages, since it enable the selection of participants according to their liking or disliking about MAYI RI drama. In-depth interviews might benefit greatly from a sample that includes 20 respondents, within this number, it will be possible to interact closely with each teenager and know their point of view and experiences clearly. The study focused on cities of metropolitan regions where media broadcasting easily reachable and also the facility of Internet. These cities have been selected to reflect a range of drama viewers and teenagers and where child marriages are done in early ages. Target population would include the female and male teenagers. To gather information about the child marriages and about law against it, the in-depth interviews with the familiar individuals conducted as part of the data gathering method. Semi structured questionnaire designed with the interview checklist. Manual data analysis tool will be used along with transcribing the interviews manually.

## **5. FINDINGS**

The effects of Pakistani television drama "MAYI RI" on perceptual relationships, attitudinal relationships and perceptions of gender among 20 students is investigated in this study. Four main themes were identified through thematic analysis:

- (1) Disclosure and Engagement Patterns.
- (2) Attitudinal and Operational Affect.
- (3) Views on Gender Dynamics.
- (4) Intra-Personal Relationship/Self-Concept.

### 5.1 Media Engagement and Meaning-Making

Viewers did not simply listen to emotional drama as passive recipients, but rather they actively participated in it through multiple and selective exposure to these scenes. This was a part of their search for meaning, beyond the surface world of entertainment.” Student perceptions “I feel it as a medium that empowered me to relate media coverage to social life, in particular the issues related to women’s rights and justice in society”- Audio passage identification code – ‘MAYI RI’

### 5.1 Attitudinal and Behavioral Influence

Almost all reported attitude and behavior changes. Most (n=18) specifically criticized child marriage, and many noted that they were becoming increasingly outspoken, empathic, or reflective. Wrote several students about speaking up in classroom discussions, or simply feeling more empowered to push back against detrimental traditions, and you’ve already seen it go from awareness-raising to social action.

### 5.2 Gender Awareness and Critical Reflection

Gender was one of the most common threads. Students identified the unequal relationship between men and women by seeing male power and female submissiveness as reflections of the world out there. Female viewers, especially, identified with the narratives and sources of oppression in these portrayals and were inspired from seeing the female protagonist resisting a similar form of forced marriage. This reflects increasing awareness of gender and critical recognition of inequality.

### 5.3 Intra-Personal Growth and Empowerment

The drama also affected students’ beliefs about themselves and their capabilities. Many mentioned feeling more self-confident, feeling better about the people they are and having a clearer sense of what they believe in. For many, “MAYI RI” was about a personal revolution finding the courage to voice opinions and defy traditions, and committing to drive the advancement of equality and education.

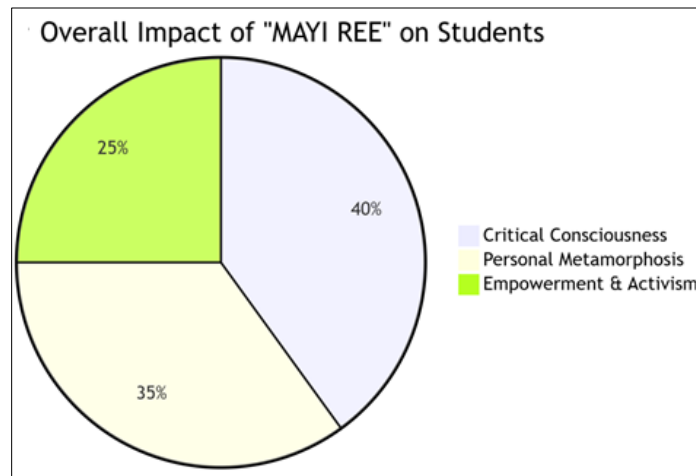


Figure 2: Overall Interpretation

The results show that “MAYI RI” was more than entertainment; and that it served as a source of critical consciousness, empathy, and empowerment. By connecting the personal and the social, the drama could help viewers move from being passive media consumers to active social thinkers. The findings highlight the educational value of culturally relevant media for encouraging gender consciousness, and emotional intelligence and civic engagement with young audiences.

The graphical data leave no doubt that “MAYI RI” was not just any traditional entertainment for these students. It was an extremely effective accelerant for:

**Critical Consciousness:** Students were exposed to a nuanced portrayal of gender equity, systemic injustices, and the detrimental effects of some customs.

**Empowerment:** This realization had been translated into changes in behavior, primarily having the self-assurance to voice an opinion and question others.

**Personal metamorphosis:** Students completely transformed their self-identity so that they developed a healthy identity, personal value and became vested in taking these values out into the world.

The drama made a successful transition from awareness to activism, and developed a generation of young people who are not only critically aware of social problems but personally equipped to confront them.

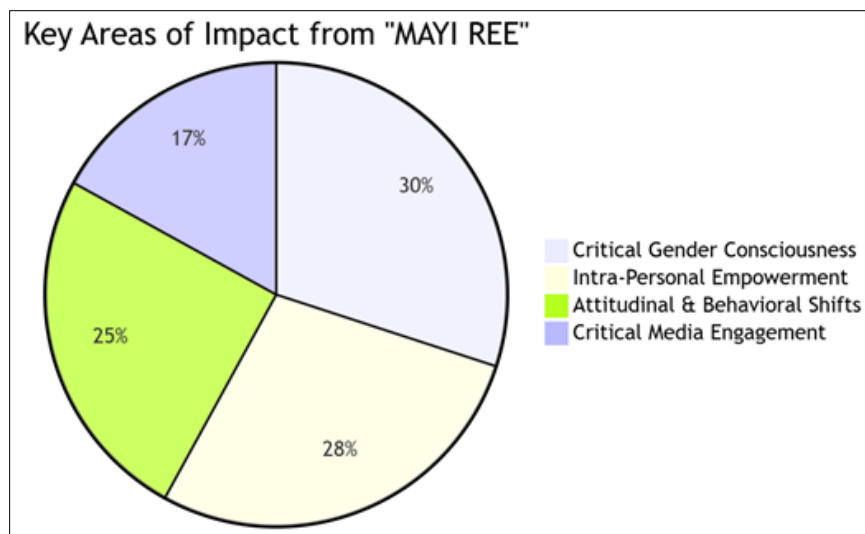
**Table 1:** *Popularity of MAYI RI among the public*

Category	Thematic Category	Key Terms	Operationalization
Disclosure to <i>MAYI RI</i>	Viewing habits	Frequency of viewing, nature of scenes	Watches once a week, her favorite scenes are emotional and realistic scenes showing child marriage.
Attitude & Behavioral Influence	Emotional appeal	Anger, sadness, courage	Feels angry that it is not right that people get child marriage, feels inspired to stand against child marriage.
Enhancement through Attitude & Behavioral Influence	Breaking the taboos	Questioning traditions	Learns to challenge destructive customs and values education.
Gender in <i>MAYI RI</i>	Representation	Male dominance, female silence	Boys shown free, girls restricted, reflects real society.
Gender in <i>MAYI RI</i>	Stereotypes	Gender roles	Men as decision-makers, women as silent sufferers, some resist norms.
Intra-Personal Relationship	Self-perception	Self-confidence, self-esteem	Feels stronger, values her own voice, speaks in class.
Closing	Advice to peers	Guidance	Encourages teens to resist child marriage, focus on education

The table indicates that MAYI RI is having a major influence on teenagers as they mold their emotional work, attitude, self-views, and gender perceptions. It puts emphasis on child marriage as a destructive practice, builds criticism against the practice and gives power to young people, primarily girls, to speak out against the miserable traditions and focus on education.

#### 5.4 Summary of Results

The examination of these 20 students' responses suggests that involvement with "MAYI RI" resulted in a remarkable and comprehensive influence. There are four main areas of influence where this result can be summarized, as indicated in the following figure.



**Figure 3:** Total effect of "MAYI RI" on students

The findings suggest a general conclusion that 'MAYI RI' was an effective pedagogical structure for the development of critical analysis. It successfully provided a route to conscious/empowerment for the students moving them from:

Consumptive Viewing → Productive Critical Engagement

Passive Reception → Critical Gender Awareness

Self-Doubt → Intra-Personal Empowerment

Silence → Vocal Advocacy

The safe and narratively contained drama provoked deep reflection around sensitive social topics that led to substantial personal development and feelings of preparedness to address injustice in their lives. This research attests to the immense power of culturally familiar media as an important force for youth education, development and socialization.

## 6. CONCLUSION

The play "MAYI RI" was not just for entertainment but to serve as pedagogical and cultural tool in building critical consciousness of students that would enable them to look at the social realities with all its lopsidedness by challenging retrogressive and antithetical traditions. The students moved from being passive media consumers to thoughtful and reflective thinkers with increased media literacy as they related the fictional story arc to real life social issues of child marriage and gender inequality. Watching "MAYI RI" encouraged intra-personal empowerment, self-esteem and the boldness to air views. People began to speak out more about equality and justice, revealing a clear connection between media exposure and how we change. Socially responsible media content in the form of MAYI RI should be incorporated into Social Studies and Civic Education curricula in schools such that learners can become critical thinkers, caring individuals and gender sensitive (Nwokefor & Sless, 2010 cited by Emenage & Dankyau, 2012). Media producers and policy makers should encourage socially relevant edutainment production. Collaborations between the educators, media houses and NGOs can make a significant contribution to raising awareness and bringing about social change through storytelling. Future research must go beyond the immediate effects of such dramas and expand studies across a variety of populations to evaluate sustainability and cross-cultural efficacy of the media as a catalyst for change.

## 6.1 Critical Analysis and Limitations

**Causality Challenges:** It can be difficult to draw straight lines between teens watching “MAYI RI” and their shifting behavior in relationships with others. Several extrinsic factors, such as family relationship, peer pressure (social environment), personality characteristic and access to other medias may coexist with the changes that were observed.

**Limited Generalizability:** These are results from a small and very local sample size at 20 students, it’s little more than the margin of error in other studies on teenage growing pains. Therefore, findings should not be generalized to all adolescents in other locations and social contexts.

**Self-Reporting Bias:** Using self-reported data could lead to subjectivity. Their responses could have been influenced by factors such as recall bias, social desirability and experiences of the reader’s interpretation of the drama themes consequently compromising validity and objectivity of findings.

**Scope and Stakeholder Exclusion:** The study is centered solely on how these teenagers feel, intentionally omitting the opinions of any additional stakeholders who shape or react to social media’s societal consequences be they educators, policy makers or mental health professionals. This degree of focus affects how inclusive and thorough the insights from this study can be.

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## Conflict of Interest


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